From: Stephens, Andrew P
Sent: Wednesday, October 17, 2018 12:32
To: Prarequests
Subject: FW: CellHawk (For CPRA Request)
Attachments: CellHawk info and pricing Tim.pdf

From: Voght, Donald D
Sent: Tuesday, October 16, 2018 1:20 PM
To: Stephens, Andrew P <apstephens@ocsd.org>
Subject: FW: CellHawk (For CPRA Request)

From: Pelayo, Jose L
Sent: Tuesday, October 16, 2018 12:27 PM
To: Voght, Donald D <DVoght@ocsd.org>
Subject: FW: CellHawk (For CPRA Request)

From: Pelayo, Jose L
Sent: Friday, March 9, 2018 10:06 AM
To: Cappel, David J (DCappel@ocsd.org) <DCappel@ocsd.org>; Baker, Chad M <cbaker@ocsd.org>
Subject: FW: CellHawk

Dave and Chad,
I went to CHIA (Calif. Homicide Inv. Assoc.) conference last week and this guy was one of the vendors there for Cellhawk. I told him I would forward the brochure to you guys to see what you think.
Take Care,
Jose

From: Tim Smith [mailto:tim@hawkanalytics.com]
Sent: Friday, March 9, 2018 9:50 AM
To: Pelayo, Jose L <jpelayo@ocsd.org>
Subject: CellHawk

Thanks for taking my call Jose. I have attached our brochure. If you would like more information or you are interested in a free trial just let me know.
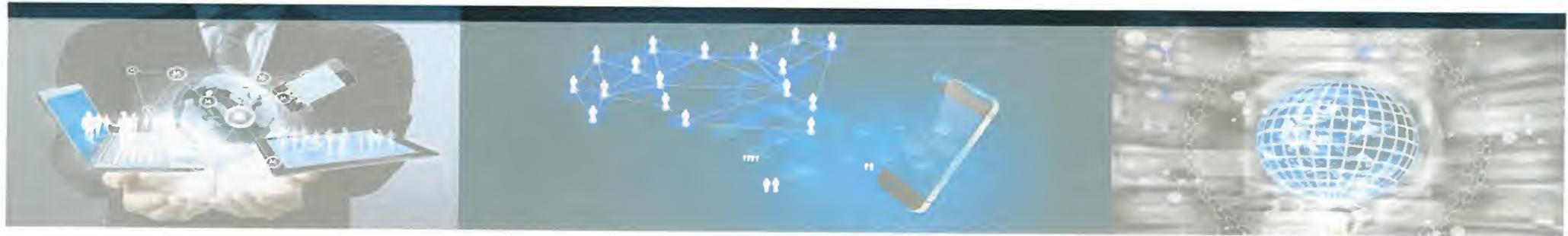
Best Regards,

1

Tim Smith, DEA (ret)
Hawk Analytics, Inc. | CellHawk
Customer Success Team
(469) 373-HAWK (4295) ext 704 (PST)
hawkanalytics.com

REGISTER NOW to receive access to Support@Hawk – a **FREE** resource for anyone in law enforcement who works with cell phone Call Detail Records (CDRs). Get access to a Free Phone Look-up Tool, Legal Process Templates, Reference Library, Carrier Information, News & Events, Investigations Resources, CellHawk Support, *and much more...*

HAWK ANALYTICS

Get Answers Quickly from Call Detail Records

2016

When Dealing With Cell Phones...
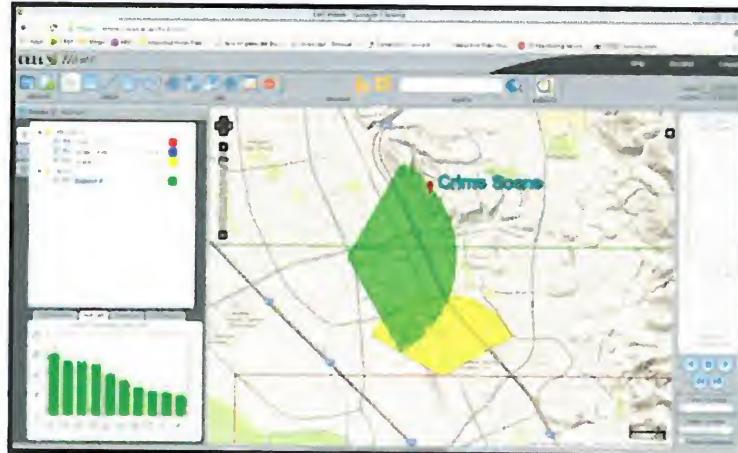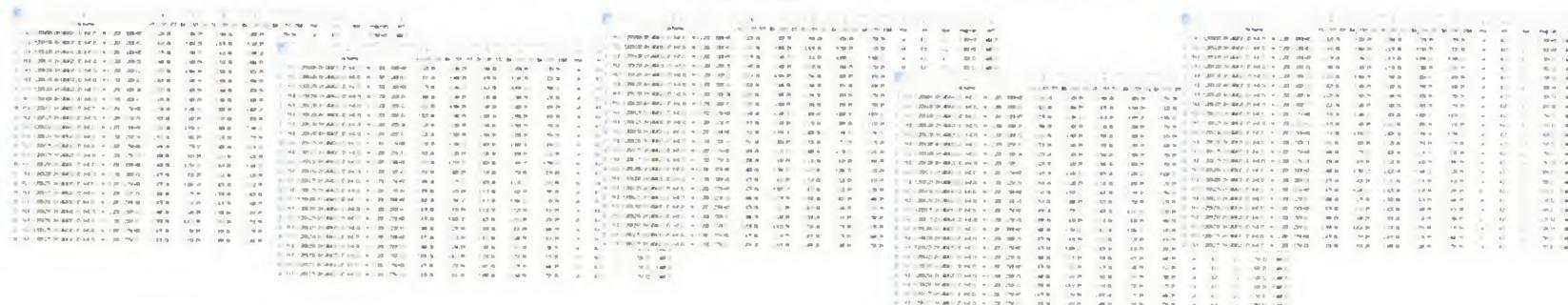
Investigators want answers fast...

- Was someone at the scene during the crime?
- If not, where were they?
- Were they EVER at the crime scene?
- Have they been anyplace "unusual"?
- Were they with another person?
- Where do they spend the most time?
- Where do they sleep?
- Who do they talk to?
- Does their phone match other location-based data they have?

CellHawk Provides Answers Within Seconds – Not Hours

Phone companies provide endless pages of raw data

CellHawk brings them to life!

- Web-based Mapping & Analysis Software
- Built specifically for Cell Phone Call Detail Records
- Supports other forms of Location-Based data, too
- Uses Drag & Drop to Load the Data
- Allows "Point & Click" to quickly find Answer

Key Features in CellHawk

Animation	• Watch a "track" of phone(s) as they move around town • Add/animate additional location information (e.g. License Plate Reader, credit card transactions, etc.
Multi-Phone Support	• Animate 20+ phones at once and see how they move relative to each other

Phone Behavior Profiling	• See prioritized list of locations of where a phone:
	  • Spends the majority of its time
	  • Is at the first & last of each day (where do they sleep?)
	• Understand a phone's daily "routine" & identify if that routine changes

Link Analysis	• Quickly understand who your phone(s) are communicating with. • Top-ten numbers called/text, Numbers in common between multiple phones, etc

Key Features in CellHawk

Drag & Drop Data Upload	• Supports files from all major cellular carriers *(AT&T, Verizon, Sprint, Metro PCS, T-Mobile, Cricket, U.S. Cellular)* • Drag and drop carrier's files directly onto your web browser to load
Cell Site Mapping	• See locations of ALL a carrier's cell sites not just the ones used *(Knowing sites NOT used more accurately determines a phone's location)*
Call Mapping	• Customizable, visual display of where each call occurred • Pop-ups show all call details (Date/Time, Duration, Called #, Calling #) • Ability to display carrier's distance & latitude/longitude estimates (Verizon RTT , AT&T NELOS, Sprint PCMD)
Geocoding & Custom Markers	• Place markers, graphics & labels on the map to indicate points of interest • Optionally, enter times for the markers and have them animate as well

Benefits of Using CellHawk

Saves Time	Map one call by hand: ~10 seconds During that time, CellHawk will have mapped ~4000 calls
Answers Questions	Map a few calls to answer questions such as: • Was this phone in the area at the time of the crime?
Uncovers Additional Information	Map AND analyze 1000's of calls to gain <u>significant additional insight</u>: • Where do they spend their time (e.g. home, work, stash house)? • Where do they sleep? • Where do they travel? • With whom do they meet? • Did they go any place "unusual"?
Guides Investigations	Quickly determine which phones may be relevant AND which phones are not Quickly determine locations of interest
Provides Powerful Visual Presentations	Graphics & animations are easy for District Attorneys to present and jurors to understand

What Our Customers Are Saying...

They are saving time:

- *"I was amazed at the simple use and speed."*
- *"We just did in 30 minutes what it took 8 hours to do the old way"*
- *"CellHawk reduced our court preparation time to 1/3 of what it used to take us"*

They are solving more cases:

- *"I was able to immediately confirm the suspect's phone was at the scene of our robbery ... **as well as another robbery**"*
- *"Once the bad guys saw the mapping ... **they plead guilty**"*
- *"We had a big human trafficking case that I used CellHawk on. **One pimp plead** due to the maps."*
- *"We **closed out another homicide** by "Offender death" after entering the phone records [into CellHawk]"*

CellHawk Pricing – *What is your time worth?*

- CellHawk is purchased as an annual subscription to a secure, web-based service
- Pricing is based on the # of calls that are stored

Tier	Store, Map & Analyze:	Time To Map By Hand	Time To Map Using CellHawk	CellHawk Subscription
1	Up to 100,000 Call Detail Records	~280 hours	~4 minutes	$2,495 / year
2	Up to 250,000 Call Detail Records	~700 hours	~10 minutes	$3,995 / year
3	UNLIMITED	Unlimited pricing is for agencies/units with 1-200 sworn. Larger agencies will need a license per division/unit/etc.		$4,995 / year

- Subscription includes **access for 3 separate users**
  - Tier 1or 2 additional users: $250/user
  - Tier 3 additional users: $500/user
- Space freed up by deleting old calls can be reused for new calls
- Tower location records do not count against call detail record usage

Training Course Pricing

Class	Length	Scheduled Class*	Training Sites
Cellular Technology Training • *Learn how to use cellular records during investigations* • *Understanding how cell phone technology really works*	2 days	$395 / person	<u>Visit Web-Site for Latest Listings</u>
CellHawk Product Training • *Develop expertise in using CellHawk to analyze cellular records*	1 day	$195 / person	<u>Visit Web-Site for Latest Listings</u>

- You can also get free seats if your agency hosts a class.
- For more information about hosting a class, email us at training@hawkanalytics.com

For More Information, please contact:

Tim Smith

Hawk Analytics, Inc.

tim@hawkanalytics.com

Office: 469.373.4295 x 704